

ORDER



| | | |
|--------|----------------------|----------------------|
| Orders | Order / Rev: | 68805 |
| | Alt Order #: | 9853139 /Brad |
| | Product Desc: | Bob Casey for Senate |
| | Estimate: | |
| | Flight Dates: | 10/30/12 - 11/06/12 |
| | Original Date / Rev: | 10/28/12 / 11/05/12 |
| | Order Type: | GENERAL |

| | |
|---------------|---------------------------------|
| Primary AE: | <u>Millennium Washington DC</u> |
| Sales Office: | <u>MNAT</u> |
| Sales Region: | <u>National</u> |

| | | |
|---------------|------------------|-------------------------------|
| Agency | Name: | Shorr Johnson Magnus |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 1831 Chestnut Street |
| | | Philadelphia, PA 19103 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|-------------------|----------------|-----------------------|
| Advertiser | Name: | Casey/D/Senate |
| | Demographic: | HH |
| | Product Codes: | State Elections |
| | Priority: | P-3 |
| | Revenue Codes: | AGY, POL-CAND, GEN |

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 56 | \$29,405.00 | \$24,994.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|-------------|--------|
| November 2012 | 56 | \$29,405.00 | \$24,994.25 | 0.00 |
| Total | 56 | \$29,405.00 | \$24,994.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Millennium Washington DC Start Of Order - End Of Order 100%

Order Share

| | | |
|--------------|------|--------------|
| WHP-TV CBS21 | 22% | \$29,405.00 |
| Market | 100% | \$133,659.09 |

Competitive Share

| | | |
|-------|-----|--------------|
| EHP | 0% | \$0.00 |
| UNKWN | 78% | \$104,254.09 |
| WGAL | 0% | \$0.00 |
| WHTM | 0% | \$0.00 |
| WLYH | 0% | \$0.00 |
| WPMT | 0% | \$0.00 |

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| Ln | Ch | Start | End | Inventory | Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | | | |
|--|-----|-------------------|--------------------|-----------------------|-------------|-----------------|----------------|---------------|-----|--------------|------------|-------------|------|------|-------|------------|----------|--|--|--|--|--|
| N15 | WHP | 10/30/12 | 11/05/12 | Thu Reg 1 | | CM | 8p-9p | | :30 | 1 | \$1,700.00 | P-3 | 0.00 | NM | 1 | \$1,700.00 | | | | | | |
| <i>Thu 8p-9p</i> | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | --T--- | 1 | \$1,700.00 | 0.00 | | | | | | | | | | | | | | | | |
| N16 | WHP | 10/30/12 | 11/05/12 | Thu Reg 3 | | CM | 10p-11p | | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 | | | | | | |
| <i>Thu 10p-11p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | --T--- | 1 | \$1,400.00 | 0.00 | | | | | | | | | | | | | | | | |
| N17 | WHP | 10/30/12 | 11/05/12 | Mon Reg 3 | | CM | 10p-11p | | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 0 | \$0.00 | | | | | | |
| <i>Mon 10p-11p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | M----- | 1 | \$1,300.00 | 0.00 | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | <u>Start/End Time</u> | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | | | | | | |
| 1 | WHP | 10/30/12-11/05/12 | Mon Reg 3 | 10p-11p | | M----- | | :30 | | (\$1,300.00) | 0.00 | NM | | | | | | | | | | |
| <i>See MG 6.7,6.8,6.9,6.10,6.11</i> | | | | | | | | | | | | | | | | | | | | | | |
| <i>[No Avail]</i> | | | | | | | | | | | | | | | | | | | | | | |
| N18 | WHP | 10/30/12 | 11/05/12 | Mon Reg 2 | | CM | 9p-10p | | :30 | 1 | \$1,500.00 | P-3 | 0.00 | NM | 1 | \$1,500.00 | | | | | | |
| <i>Mon 9p-10p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | M----- | 1 | \$1,500.00 | 0.00 | | | | | | | | | | | | | | | | |
| N19 | WHP | 10/30/12 | 11/05/12 | Wed Reg 3 | | CM | 10p-11p | | :30 | 1 | \$1,100.00 | P-3 | 0.00 | NM | 1 | \$1,100.00 | | | | | | |
| <i>Wed 10p-11p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | --W---- | 1 | \$1,100.00 | 0.00 | | | | | | | | | | | | | | | | |
| N20 | WHP | 10/30/12 | 11/05/12 | Sun Reg 3 | | CM | 9p-10p | | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 | | | | | | |
| <i>Sun 9p-10p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | -----S | 1 | \$1,200.00 | 0.00 | | | | | | | | | | | | | | | | |
| N21 | WHP | 10/30/12 | 11/05/12 | Sun Reg 2 | | CM | 8p-9p | | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 | | | | | | |
| <i>Sun 8p-9p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | -----S | 1 | \$1,800.00 | 0.00 | | | | | | | | | | | | | | | | |
| N22 | WHP | 10/30/12 | 11/05/12 | Sun Reg 4 | | CM | 10p-11p | | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 | | | | | | |
| <i>Sun 10p-11p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | -----S | 1 | \$1,200.00 | 0.00 | | | | | | | | | | | | | | | | |
| N23 | WHP | 10/30/12 | 11/05/12 | M-F 11p-1135p News | CM | 11p-1135p | | | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 6 | \$750.00 | | | | | | |
| <i>CBS 21 News at 11p</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | MTWTF-- | 5 | \$150.00 | 0.00 | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | <u>Start/End Time</u> | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | | | | | | |
| 1 | WHP | 10/30/12-11/05/12 | M-F 11p-1135p News | 11p-1135p | | MTWTFH---- | | :30 | | (\$150.00) | 0.00 | NM | | | | | | | | | | |
| <i>See MG 23.6,23.7</i> | | | | | | | | | | | | | | | | | | | | | | |
| <i>[Due to Political] Due to Political</i> | | | | | | | | | | | | | | | | | | | | | | |
| 6 | WHP | 11/06/12-11/06/12 | M-F 6a-7a News | 6a-7a | | -T----- | | :30 | | \$120.00 | 0.00 | NM | | | | | | | | | | |
| (M) | MG | 23.1 11/05 | [MG within Flight] | | | | | | | | | | | | | | | | | | | |
| 7 | WHP | 11/06/12-11/06/12 | M-F 5a-6a News | 5a-6a | | -T----- | | :30 | | \$30.00 | 0.00 | NM | | | | | | | | | | |
| (M) | MG | 23.1 11/05 | [MG within Flight] | | | | | | | | | | | | | | | | | | | |
| N24 | WHP | 10/30/12 | 11/05/12 | Letterman | | CM | 1135p-1235a | | | :30 | 5 | \$140.00 | P-2 | 0.00 | NM | 4 | \$560.00 | | | | | |
| <i>Letterman</i> | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 10/30/12 | | 11/05/12 | MTWTF-- | 5 | \$140.00 | 0.00 | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | <u>Start/End Time</u> | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | | | | | | |
| 2 | WHP | 10/30/12-11/05/12 | Letterman | 1135p-1235a | | MTWTFH---- | | :30 | | (\$140.00) | 0.00 | NM | | | | | | | | | | |
| <i>See MG 6.7,6.8,6.9,6.10,6.11</i> | | | | | | | | | | | | | | | | | | | | | | |
| <i>[No Avail]</i> | | | | | | | | | | | | | | | | | | | | | | |
| N25 | WHP | 10/30/12 | 11/05/12 | CBS Sun Morning | | CM | 9a-1030a | | | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 | | | | | |

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Advertiser: Casey/D/Senate
 Product Desc: Bob Casey for Senate
 Estimate:

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------------------|-----------------|-----------------|-------|-------------------|----------|------|-------|-------------|-----|---------------|------|--------|----------------|
| | | | | CBS Sun Morning | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -----S | | 1 | \$150.00 | 0.00 | | | | | | | |
| | | | | | | | | | | | | | | Totals | 56 \$29,405.00 |